

Parliament Lights
Brand Spending Summary
1/1/95 - 3/1/95

Y&R

-1-

Parliament/3-1-95

2071443662

Parliament Lights Brand Spending Summary: 1/1/95 - 3/1/95

<u>Category</u>	<u>\$ Spent</u>	<u>\$ Committed</u>	<u>\$ Uncommitted</u>	<u>\$ FY Total</u>
Media	1,419.7M	1,684.7M	\$6,666.2M ⁽¹⁾	\$9,770.6M
Production	\$418.7M	N/A	\$1,897.5M	\$2,316.2M
Total	1,838.4M	1,684.7M	\$8,563.7M	\$12,086.8M

Should be

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Notes:

1) Includes \$1.2MM incremental spending budget

Y&R

-2-

Parliament Lights Media Spending Summary as of 3/1/95

<u>Media Vehicle</u>	<u>\$ Spent</u>	<u>\$ Committed</u>	<u>\$ Uncommitted</u>	<u>\$ FY Total</u>
<u>Base Plan:</u>				
OOH	\$631.9 ⁽¹⁾	1,012.8 ⁽³⁾	3,484.0	\$5,128.7
Print	787.8 ⁽²⁾	671.9 ⁽⁴⁾	1,976.0	\$3,435.7
<u>Supplements</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$0.0</u>
Sub-Total	1,419.7	1,684.7	5,460.0	\$8,564.4 ⁽⁵⁾
<u>Incremental Plan:</u>				
OOH	\$0.0	\$0.0	\$752.2	\$752.2
Print	\$0.0	\$0.0	\$227.5	\$227.5
<u>Supplements</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$226.5</u>	<u>\$226.5</u>
Sub-Total	\$0.0	\$0.0	\$1,206.2	\$1,206.2
Grand Total	1,419.7	1,684.7	6,666.2	\$9,770.6 ⁽⁶⁾

Notes:

- 1) Jan-Feb '95 posting; includes Bates purchased activity.
- 2) Jan/Feb/March '95 on-sale dates - includes Bates.
- 3) March/April '95 purchased contracts note: 60 day cancellation has expired. Not posted as of 3/1/95.
- 4) Purchased media with non-cancellable contracts, however on sale after 3/1/95.
- 5) 1/1/95 FY Media Budget per approved Bates Media Plan.
- 6) '95 FY Media Budget plus planned incremental spending.

Y&R

3/1/95

PARLIAMENT LIGHTS
1995 OUT-OF-HOME
BUDGET SUMMARY \$(000)

	SPENT		COMMITTED		UNCOMMITTED								TOTAL
	JAN	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV.	DEC.	TOTAL
BASE PLAN	\$291.2	\$340.7	\$453.7	\$559.1	\$596.1	\$537.9	\$456.5	\$428.5	\$371.1	\$323.9	\$385.0	\$385.0	\$5,128.7
INCREMENTAL SPENDING	\$0.0	\$0.0	\$40.1 *	\$40.1 *	\$107.9	\$107.9	\$107.9	\$135.9	\$46.1	\$46.1	\$46.1	\$74.1	\$752.2
GRAND TOTAL	\$291.2	\$340.7	\$493.8	\$599.2	\$704.0	\$645.8	\$564.4	\$564.4	\$417.2	\$370.0	\$431.1	\$459.1	\$5,880.9

*Pending client approval -- not committed to date

PARLBUD1.XLS1

2071443665

Philip Morris
Parliament Print Plan

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<u>Publication</u>	<u>Total \$ Spent</u>	<u>Total \$ Comm</u>	<u>Total \$ Un Com</u>	<u>Total \$</u>
Allure	\$22.8	\$45.0	\$68.4	\$136.8
Cosmopolitan	\$27.7	\$55.4	\$83.1	\$166.2
Mademoiselle	\$28.9	\$57.8	\$86.7	\$173.4
Vanity Fair	\$67.4	\$67.4	\$33.7	\$168.5
Vogue	\$32.3	\$64.6	\$96.9	\$193.8
New Woman	\$8.3	\$16.6	\$24.9	\$49.8
Glamour	\$46.7	\$93.4	\$140.1	\$280.2
Details	\$17.5	\$35.0	\$52.5	\$105.0
GQ	\$23.1	\$23.1	\$92.4	\$138.6
Penthouse	\$10.0	\$20.0	\$30.0	\$60.0
Playboy	\$37.4	\$18.7	\$37.4	\$93.5
Out	\$0.0	\$9.4	\$9.4	\$18.8
Sports Illustrated	\$84.0	\$42.0	\$168.0	\$294.0
Rolling Stone	\$21.3	\$21.3	\$106.5	\$149.1
Spin	\$0.0	\$10.3	\$20.7	\$31.0
Entertainment Weekly	\$30.0	\$15.0	\$75.0	\$120.0
Premiere	\$25.0	\$12.5	\$25.0	\$62.5
Interview	\$8.4	\$8.4	\$33.6	\$50.4
Movieline	\$0.0	\$6.9	\$34.5	\$41.4
The Paper	\$7.3	\$0.0	\$36.5	\$43.8
People	\$64.8	\$32.4	\$129.6	\$226.8
Us	\$14.7	\$0.0	\$73.5	\$88.2
NY Magazine	\$79.4	\$0.0	\$198.5	\$277.9
Manhattan File	\$6.4	\$6.4	\$12.8	\$25.6
Playbill	\$73.6	\$0.0	\$73.6	\$147.2
Boston Phoenix	\$19.4	\$9.7	\$48.5	\$77.6
Village Voice	\$16.4	\$0.0	\$41.0	\$57.4
Dan's Papers	\$0.0	\$0.0	\$24.0	\$24.0
Hampton's	\$0.0	\$0.0	\$47.2	\$47.2
Hampton's Handbook	\$0.0	\$0.0	\$4.6	\$4.6
Hampton's Restaurant Review	\$0.0	\$0.0	\$1.5	\$1.5
Fire Island News	\$0.0	\$0.0	\$28.0	\$28.0
Fire Island Tide	\$0.0	\$0.0	\$25.6	\$25.6
Atlantic City Magazine	\$0.0	\$0.0	\$12.3	\$12.3
<u>Ocean Drive</u>	\$15.0	\$0.0	\$0.0	\$15.0
Sub-Total:	\$787.8	\$671.9	\$1,976.0	\$3,435.7
<u>Incremental Publications</u>				
Esquire	\$0.0	\$0.0	\$114.5	\$114.5
InStyle	\$0.0	\$0.0	\$52.5	\$52.5
Swing	\$0.0	\$0.0	\$19.5	\$19.5
Detour	\$0.0	\$0.0	\$41.0	\$41.0
<u>New York Times Magazine</u>	\$0.0	\$0.0	\$226.5	\$226.5
Sub-Total:	\$0.0	\$0.0	\$454.0	\$454.0
Grand Total:	\$787.8	\$671.9	\$2,430.0	\$3,889.7

PARLIAMENT
JANUARY SPACE CLOSINGS

<u>Magazine</u>	<u>Issue Date</u>	<u>Space Close</u>	<u>Material Close</u>	<u>P4C Cost</u> \$(M)
<i>Manhattan File</i>	February	1/1	1/15	6.4
<i>Vogue</i>	March	1/1	1/1	32.3
<i>Playbill</i>	February	1/2	1/5	36.8
<i>Rolling Stone</i>	2/23	1/2	1/2	21.3
<i>New Woman</i>	March	1/3	1/3	8.3
<i>Village Voice</i>	Jan. 10	1/6	1/6	8.2
<i>Boston Phoenix</i>	Jan. 19	1/9	1/9	9.7
<i>Sports Illustrated</i>	2/27	1/9	1/9	42.0
<i>The Paper</i>	February	1/9	1/4	7.3
<i>Ocean Drive</i>	February	1/11	1/11	5.0
<i>Spin</i>	April	1/11	1/11	12.3
<i>New York Magazine</i>	2/6	1/16	1/16	39.7
<i>Entertainment Weekly</i>	2/18-25	1/17	1/17	15.0
<i>Out</i>	April	1/17	1/24	4.7
<i>Details</i>	April	1/20	1/20	17.5
<i>Glamour</i>	April	1/20	1/20	46.7
<i>Mademoiselle</i>	April	1/20	1/20	28.9
<i>Cosmopolitan</i>	April	1/25	1/25	27.7
<i>Premiere</i>	April	1/26	2/2	12.5
<i>New Woman</i>	April	1/31	1/31	8.3
<i>Total</i>				390.6

Please note: The March insertion of Interview is a makegood negotiated by Bates USA.
Although the space close is after 1/1/95, Bates will be securing this space.

2071443667

Young & Rubicam New York

285 Madison Avenue
New York, New York 10017-6486

Ms. Shelby Rafferty
Brand Manager-Parliament
Philip Morris, USA
120 Park Avenue
New York, New York 10017

January 19, 1995

Dear Shelby:

This requests your final approval for the Parliament print activity outlined below. This list reflects all scheduled print activity which closes during the month of February. The total cost for this activity is **\$472.4M**. Detailed below are the specifics:

<u>Magazine</u>	<u>Issue Date</u>	<u>Space Close</u>	<u>Material Close</u>	<u>P4CB Cost</u>
<i>Allure</i>	April	2/1	2/1	\$22.8M
<i>Cosmopolitan</i>	May	2/24	2/24	\$27.7M
<i>Mademoiselle</i>	May	2/20	2/20	\$28.9M
<i>Vanity Fair</i>	April	2/1	2/1	\$33.7M
<i>Vogue</i>	April	2/1	2/1	\$32.3M
<i>New Woman</i>	May	2/28	2/28	\$ 8.3M
<i>Glamour</i>	May	2/20	2/20	\$46.7M
<i>Details</i>	May	2/20	2/20	\$17.5M
<i>GQ</i>	May	2/20	2/20	\$23.1M
<i>Penthouse</i>	May	2/1	2/1	\$10.0M
<i>Out</i>	May	2/21	2/28	\$ 4.7M
<i>Spin</i>	May	2/15	2/15	\$12.3M
<i>Interview</i>	April	2/1	2/15	\$ 8.4M
<i>Movieline</i>	April	2/8	2/14	\$ 6.9M
<i>Playbill</i>	March	2/1	2/4	\$36.8M
<i>Ocean Drive</i>	March	2/11	2/11	\$ 5.0M
<i>Playboy</i>	May	2/3	2/13	\$18.7M
<i>Sports Illustrated</i>	Mar. 27	2/6	2/6	\$42.0M
<i>Rolling Stone</i>	Apr. 20	2/27	2/27	\$21.3M
<i>Entertainment Weekly</i>	Mar. 18	2/14	2/14	\$15.0M
<i>People</i>	Apr. 3	2/13	2/13	\$32.4M
<i>Boston Phoenix *</i>	Mar. 17	2/27	3/10	\$ 9.7M
<i>Village Voice *</i>	Feb. 28	2/18	2/18	<u>\$ 8.2M</u>

Total \$472.4M


* Reflects P4C Newspaper Format

2071443668

Young & Rubicam New York

Shelby, we need your approval shortly in order to reserve the space prior to the upcoming closing dates (first close is 2/1). In the meantime, please call if you have any questions or require any additional information.

Sincerely,

Charles Alexander 

Charles Alexander

cc:	J. deCastro (PM)	B. DiBuono	C. Wilson
	R. Schneider (PM)	F. Smith	F. Brady
	K. Marryshow (PM)	B. Johnston	C. Katz
	B. Hanley	J. Rosenblum	F. Hattori
	K. Fallon	P. Marrinan	

2071443669

Young & Rubicam New York

285 Madison Avenue
New York, New York 10017-6486

Ms. Shelby Rafferty
Brand Manager-Parliament
Philip Morris, USA
120 Park Avenue
New York, NY 10017

February 21, 1995

Dear Shelby:

This requests your final approval for the Parliament print activity outlined below. This list reflects all scheduled print activity which closes during the month of March. The total cost for this activity is **\$487.2M**. Detailed below are the specifics:

<u>Magazine</u>	<u>Issue Date</u>	<u>Space Close</u>	<u>Material Close</u>	<u>P4CB Cost (000)</u>
Sports Illustrated	24-Apr.	6-Mar.	6-Mar.	\$42.0
Entertainment Weekly	29-Apr.	28-Mar.	28-Mar.	\$15.0
The Paper	April	13-Mar.	17-Mar.	\$7.3
Manhattan File	April	1-Mar.	15-Mar.	\$6.4
Boston Phoenix	17-Mar.	10-Mar.	10-Mar.	\$9.7
	31-Mar.	25-Mar.	25-Mar.	\$9.7
Ocean Drive	April	11-Mar.	11-Mar.	\$5.0
Allure	April	1-Mar.	1-Mar.	\$22.8
Cosmopolitan	June	24-Mar.	24-Mar.	\$27.7
Mademoiselle	June	20-Mar.	20-Mar.	\$28.9
Vanity Fair	May	1-Mar.	1-Mar.	\$33.7
	June	31-Mar.	31-Mar.	\$33.7
Vogue	May	1-Mar.	1-Mar.	\$32.3
New Woman	June	28-Mar.	28-Mar.	\$8.3
Glamour	June	20-Mar.	20-Mar.	\$46.7
GQ	June	20-Mar.	20-Mar.	\$23.1
Penthouse	June	1-Mar.	1-Mar.	\$10.0
Out	June	28-Mar.	4-April	\$4.7
Spin	June	15-Mar.	15-Mar.	\$5.2
Premiere	May	2-Mar.	9-Mar.	\$12.5
	June	30-Mar.	6-April	\$12.5
Movieline	May	8-Mar.	14-Mar.	\$6.9
Us	May	2-Mar.	2-Mar.	\$14.7
	June	30-Mar.	30-Mar.	\$14.7
Rolling Stone	18-May	27-Mar.	27-Mar.	\$21.3
People	8-May	20-Mar.	20-Mar.	\$32.4
Total				\$487.2M

2071443670

Young & Rubicam New York

Shelby, we need your approval as soon as possible in order to reserve the space prior to the upcoming closing dates (first close is 3/1). In the meantime, please call if you have any questions or require any additional information.

Sincerely,



Robert J. DiBuono

Media Planner

210-4473

cc:

J. de Castro (PM)
R. Schneider (PM)
K. Marryshow (PM)
B. Hanley
K. Fallon

C. Alexander
F. Smith
B. Johnston
J. Rosenblum
P. Marrinan

C. Wilson
F. Brady
C. Katz
F. Hattori

2071443671

Parliament Lights Production Spending Summary as of 3/1/95

18% ratio

<u>Production Category</u>	<u>Total Spent/ Committed</u>	<u>Total Uncommitted</u>	<u>Total Year</u>
Creative Development	\$31,328	\$500,000 ⁽²⁾ <i>primarily shoot</i>	\$531,328
Print Production	\$125,870	\$333,000	\$458,870
OOH Production	\$221,970	\$1,037,000	\$1,258,970
Promotion Production <i>AAC</i>	\$39,565 <i>June</i>	\$27,500	\$67,065
Total	\$418,733⁽¹⁾	\$1,897,500	\$2,316,233⁽³⁾

11.9MM

Notes:

- 1) Y&R contracted total based on estimated costs. Actual costs to be reconciled vs. estimate upon receipt of vendor bills.
- 2) Includes budget for '95 shoot.
- 3) Original '95 FY Production Budget estimated at \$2.1MM. Production Budget to be confirmed.

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Y&R

Parliament Lights Production Spending Summary as of 3/1/95

1995 Production Budget Topline

The 1995 Parliament Production budget overviews

- 1Q, 1995 Production Commitments
 - »\$418.7M
- Balance of 1995 Anticipated Production Commitments
 - »\$1.9MM

Parliament Lights

Production Spending Summary as of 3/1/95

1Q 1995 Production Commitments and Jobs Completed

- Through 1Q 1995, Y&R committed to \$418M to production
 - In accordance with creative rotation of magazine production has been front loaded:
 - »Magazine Production
 - Greek Beach
 - Flatotel Arch
 - Stairs
 - Turkish Roof
 - Balcony
 - Doors
 - »OOH Production
 - Balcony (14x48, Vinyls, Bus Shelters)
 - Greek Beach (taxi tops)
 - »Promotion
 - June PZ
- This figure excludes any production money spent by Bates, USA

Y&R

Parliament Lights

Production Spending Summary as of 3/1/95

Balance of 1995 Anticipated Production Commitments and Requirements

Balance of 1995 production budget is \$1.9MM

- Magazine
 - »Roof Top
 - »Tomb
 - »Maintenance of existing ads (Resize/RWS)
- OOH Production
 - »Greek Beach (14x48, Vinyls, Bus Shelters)
 - »Turkish Roof (14x48, Vinyls, Bus Shelters, Taxi Tops)
 - »Stairs (14x48, Vinyls, Bus Shelters, Taxi Tops)
 - »Roof Top (14x48, Vinyls, Bus Shelters, Taxi Tops)
 - »New Creative (14x48, Vinyls, Bus Shelters Taxi Tops)
- Promotion
 - »August PZ
 - »August CI
- 1996 Shoot

Y&R